

Atty. Docket No. 696.004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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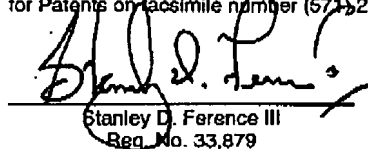
OCT 19 2007

In re Application of : Srinivasan et al.
Serial No. : 09/805,310 Examiner : B. Jackson
Filed : March 13, 2001 Art Unit : 2685
For : METHOD AND APPARATUS FOR TIME-AWARE
AND LOCATION-AWARE MARKETING

October 19, 2007

AMENDMENT

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being transmitted by facsimile to the Commissioner for Patents on facsimile number (571) 273-8300 on October 19, 2007.



Stanley D. Ference III
Reg. No. 33,879

October 19, 2007
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated April 19, 2007, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on Page 2 of this paper.

Remarks begin on Page 8 of this paper.